



# The Electronics KTA

## A Horror Story in 3 Acts

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# A Horror Story?

Lies

Treachery

Double-Dealing

Insatiable Greed

Duplicity

Self Interest

Filthy Lucre

Naked Ambition

Back Stabbing

Unfettered Avarice

Unbridled Cupidity

Covetousness

And the reason is...

3 Million Quid  
of Taxpayers Money

# Setting The Scene



*The Wicked Witch of The West  
Waves her Magic Wand*

- Rationalised DTI Programmes
  - Ordered a rethink of business support
  - Did nothing for several years
  - Scrapped over 100 programmes
  - Launched as 10 'new products'
- Is now going nation-wide, reducing 3000 business support initiatives to 100 (2006 Budget Announcement)
- One product is Knowledge Transfer Networks

# The Game Commences



**Come into my Parlour**

- Several organisations lobby for a KTN in Electronics. All have different views on what it should be
- EIGT report recommends a KTN in Electronics Design
- Autumn 2005. Call for expressions of interest in an 'Electronics KTN'
- Requirement is for a single KTN for the whole 'industry'
- Initial meetings suggested that a unified proposal might be possible

# The Plot Thickens



*'Hubble Bubble Toil and Trouble'*

- Electronics is not an Industry, It is an enabling technology
- Over 95% of UK firms are <10 people
- 10,000 companies operate in the sector
- Few are technically advanced, but all have technology needs
- Few are represented by a TA
- But its amazing how many TAs suddenly appeared
- UKEA tasked with producing a composite proposal for the sector

# Brewing The Potion



*'What's the recipe today Jim?'*

- Sector wide programme or restricted to a subset of companies?
- Technology or Business Processes?
- New Technology or 'New to Them' Technology?
- Strategy-setting or delivering services and value?
- Centralised or distributed?
- Picking winners or facilitating them?
- Employees or sub-contractors?
- Top-down or bottom-up?

# The Tricky Questions. 1

- Is the proposal targeted at the industry that we have?
  - 10,000+ companies
  - 95% with <10 staff
  - In all industrial sectors (and services)
  - Not all at the leading edge of technology
  - Geographically dispersed
  - Not in trade associations
  - Poorly served by local business support when it comes to technology

# The Tricky Questions 2

- What does this proposal offer that would not naturally be done by a Trade Association or Commercial Supplier?
  - TSB was critical of KTNs as being a back door to paying TAs to do their normal day-jobs
  - How will it attract the 80%+ not currently in a TA

# The Tricky Questions 3

- Given that the EKTN will be dynamic, that its priorities and technical focus will change and that it needs to be in close touch with the sector, which is the better management structure?
  - A small number of full-time employees recruited at the start of the programme and working centrally
  - A larger number of part-time and sub-contract people, distributed throughout the regions. A virtual organisation capable of changing as its environment changes

# The Final Chapter



*The wily wizard of the (not very far) North*

- You decide
- Proposal will be circulated for comments
- There is time to change it
- Submission date is April 18<sup>th</sup>
- Proposal coordinator is Ashley Evans of UKEA (Electronics Scotland)

# Epilogue



**You have to kiss a lot of frogs before  
you find a prince**

- KTN will be launched later this year
- Aim will be to extend it from its initial base
- An exciting and unique opportunity
- Up to all stakeholders to support it
- Will it be a 'happy ever after' ending?

# Questions



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